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(12) **United States Patent**  
**Hanif et al.**

(10) **Patent No.:** **US 7,716,079 B2**  
(45) **Date of Patent:** **\*May 11, 2010**

(54) **FEEDBACK CANCELLATION IN A NETWORK-BASED TRANSACTION FACILITY**

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(73) Assignee: **eBay Inc.**, San Jose, CA (US)

(\*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 656 days.

(Continued)

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This patent is subject to a terminal disclaimer.

WO WO 01/61601 A1 \* 8/2001

(21) Appl. No.: **10/749,736**

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(22) Filed: **Dec. 30, 2003**

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(65) **Prior Publication Data**  
US 2005/0114199 A1 May 26, 2005

eBay, eBay Feedback Removal Policy, Jun. 19, 2000 [online—Internet Archive WaybackMachine—retrieved on Feb. 14, 2005—URL: <http://pages.ebay.com/help/community/fbremove.html>].\*

**Related U.S. Application Data**

(60) Provisional application No. 60/524,348, filed on Nov. 20, 2003.

(Continued)

(51) **Int. Cl.**  
**G06F 17/30** (2006.01)

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(74) *Attorney, Agent, or Firm*—Schwegman, Lundberg & Woessner, P.A.

(52) **U.S. Cl.** ..... **705/10**

(57) **ABSTRACT**

(58) **Field of Classification Search** ..... 705/10  
See application file for complete search history.

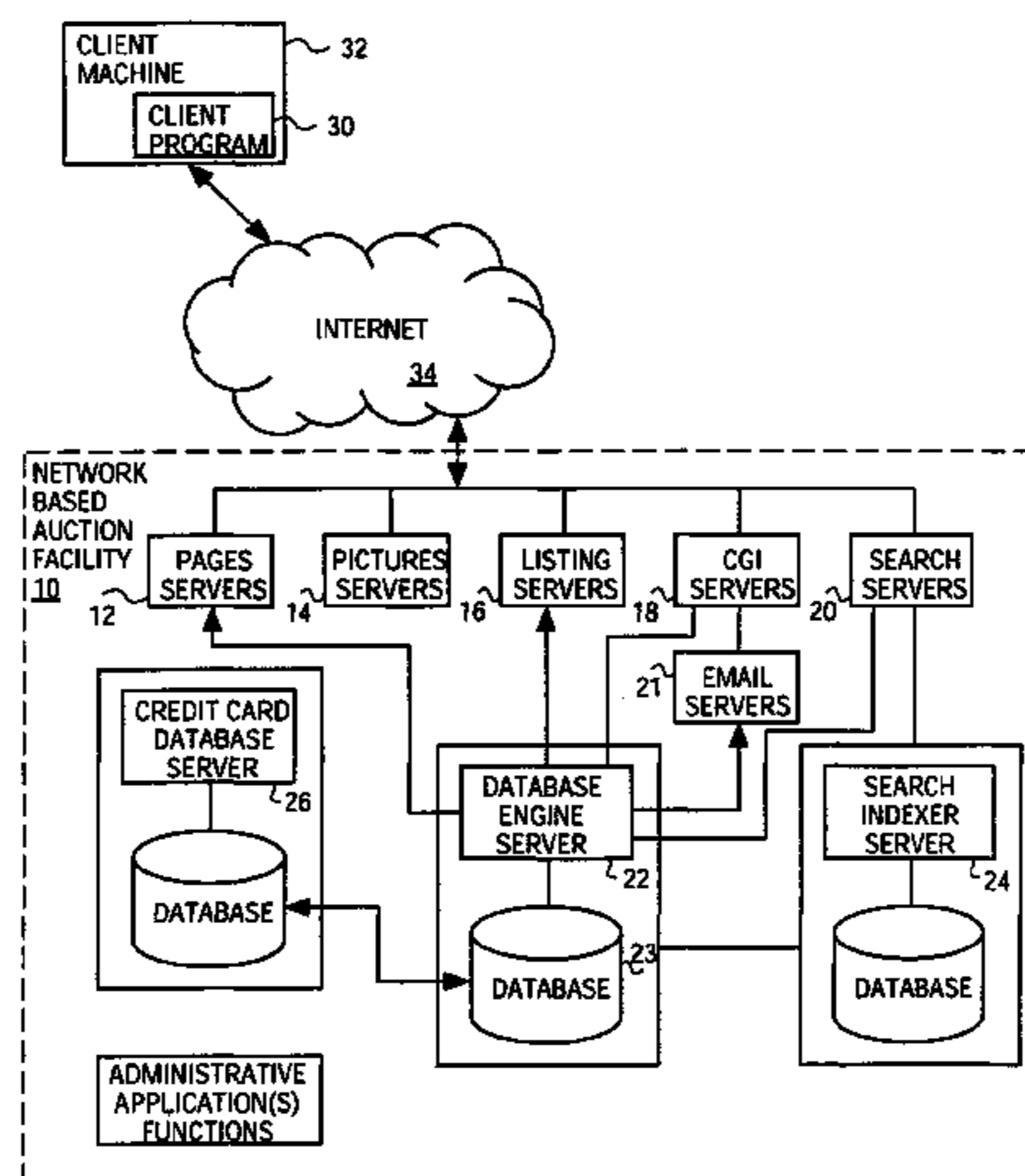
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A method and apparatus for canceling feedback in a network-based transaction facility are described. In one embodiment, the method includes receiving a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction, determining whether feedback cancellation criteria are satisfied, and canceling the feedback pertaining to the transaction if the feedback cancellation criteria are satisfied.

**26 Claims, 27 Drawing Sheets**



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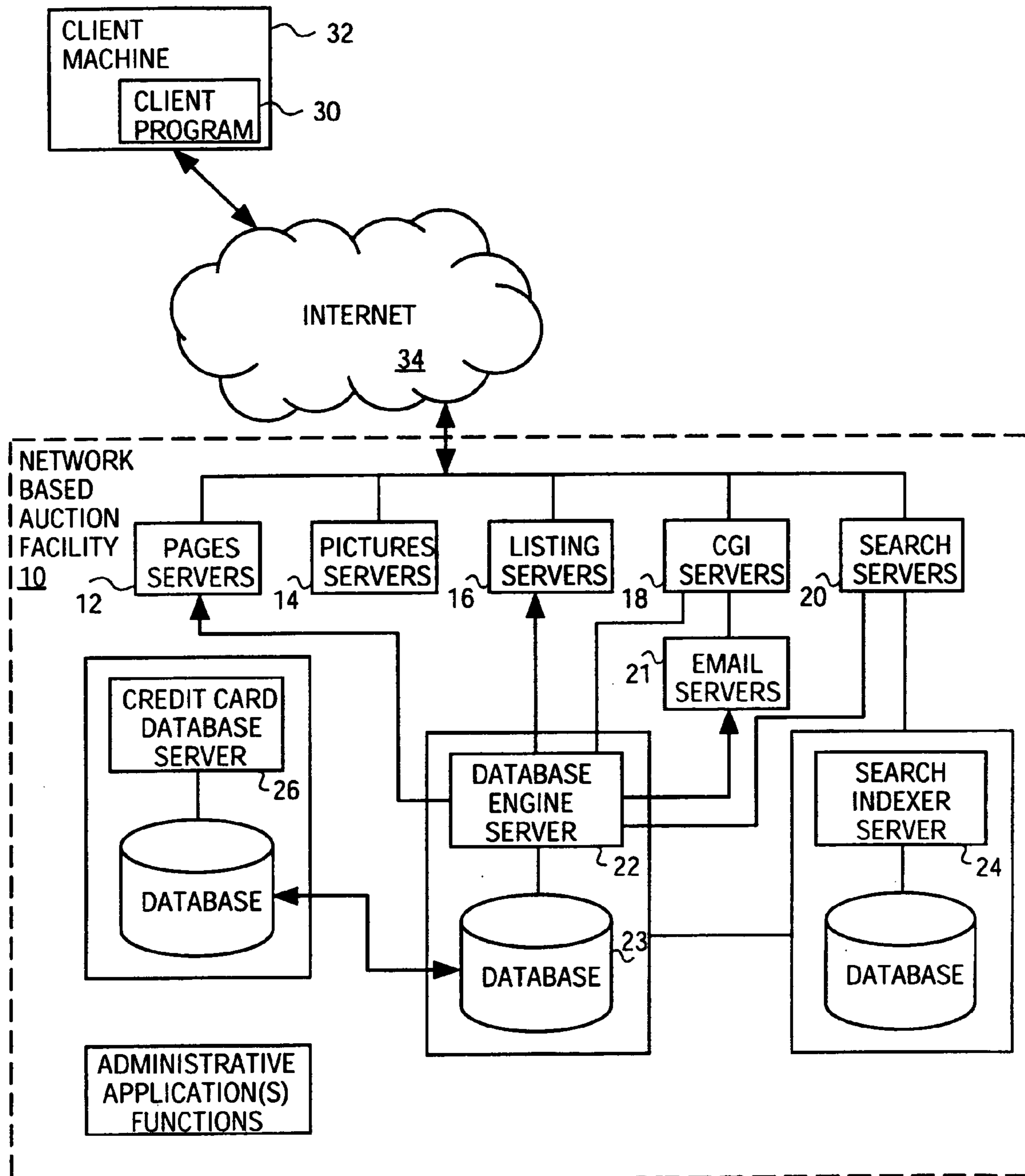


FIG. 1

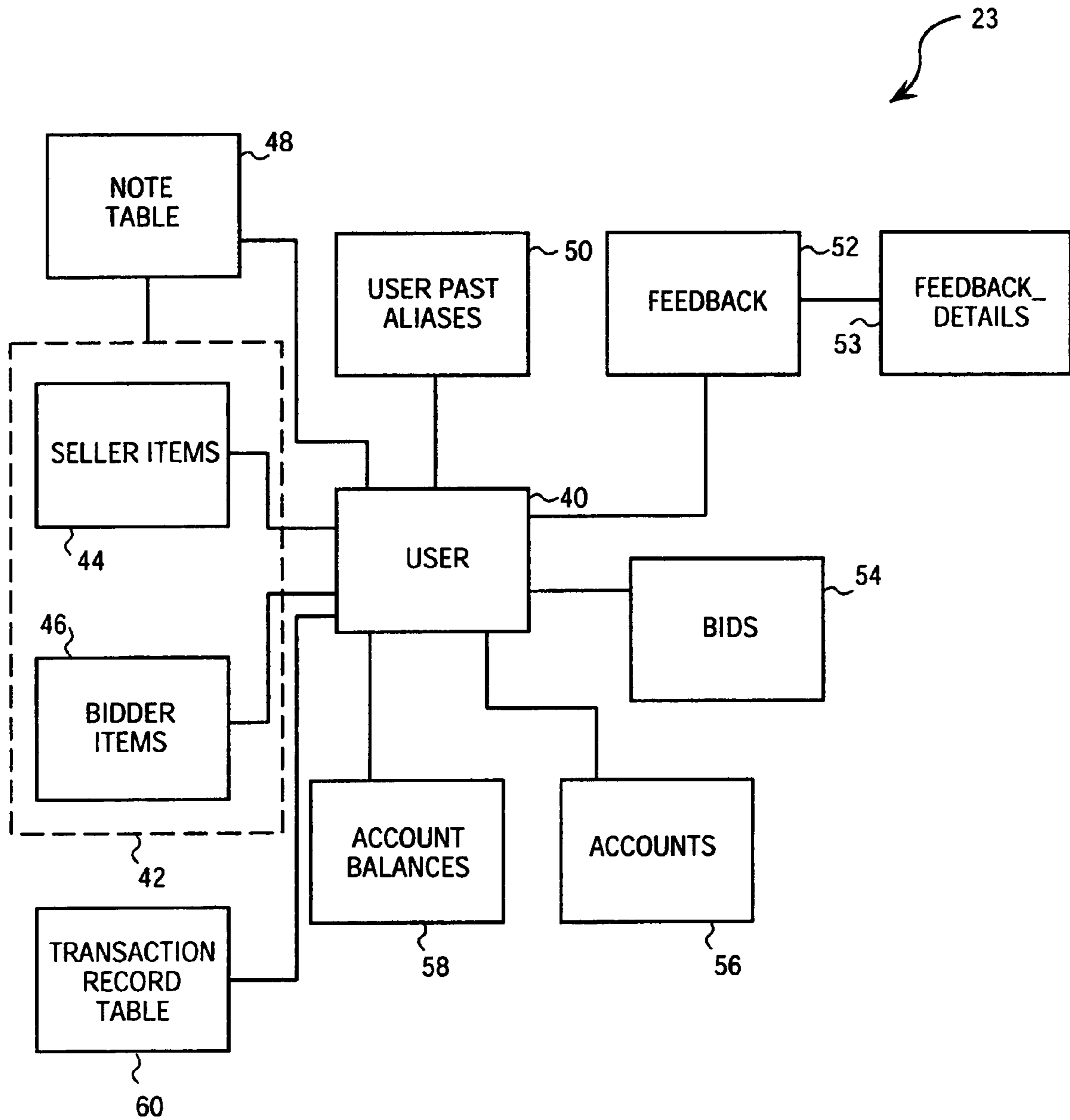


FIG. 2



FEEDBACK TABLE				
USER ID	TOTAL SCORE	TOTAL NEGATIVE	TOTAL POSITIVE	NO. OF RETRACTIONS

FIG. 4

FEEDBACK DETAILS TABLE						
ITEM NO.	COMMENT	TYPE	DATA	RESPONSE	REBUTTAL	WITHDRAWAL DATE

FIG. 5

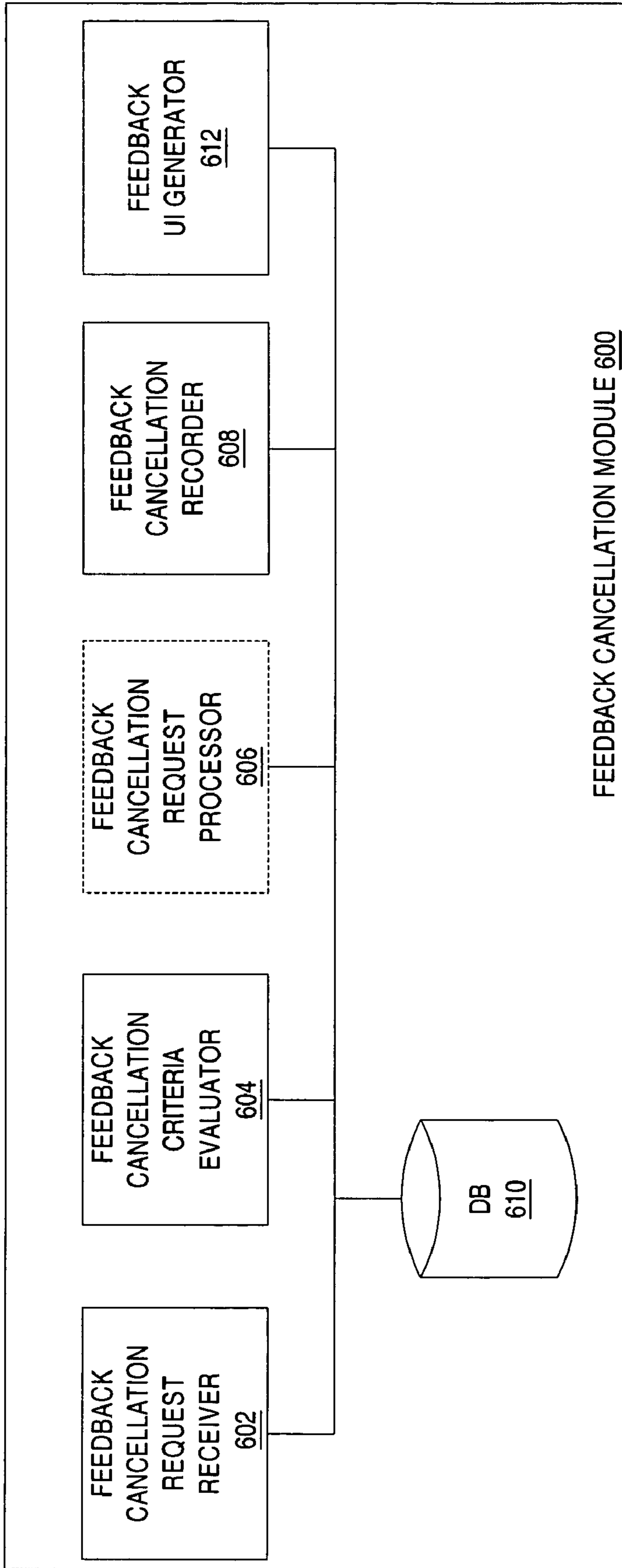
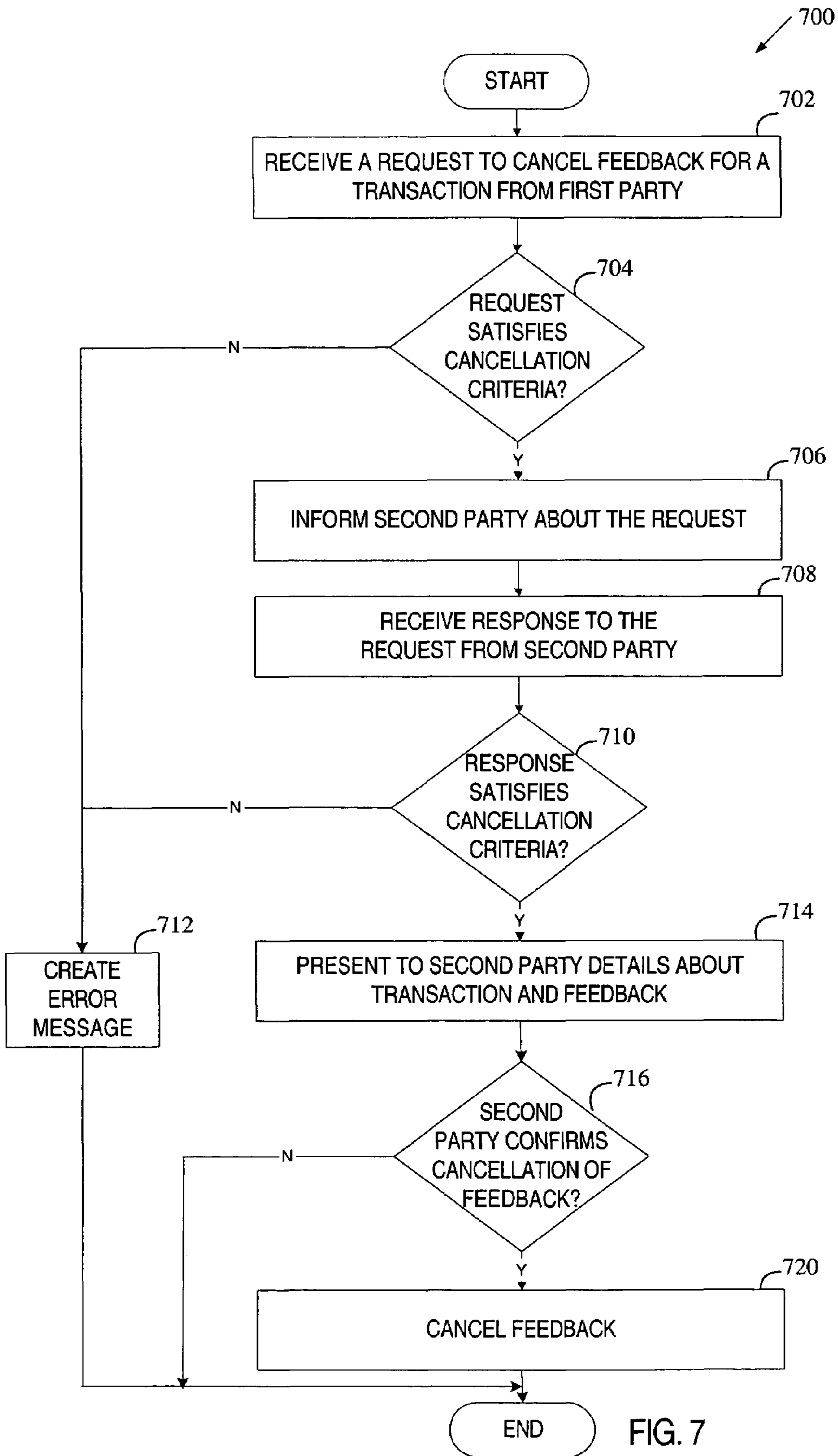


FIG. 6





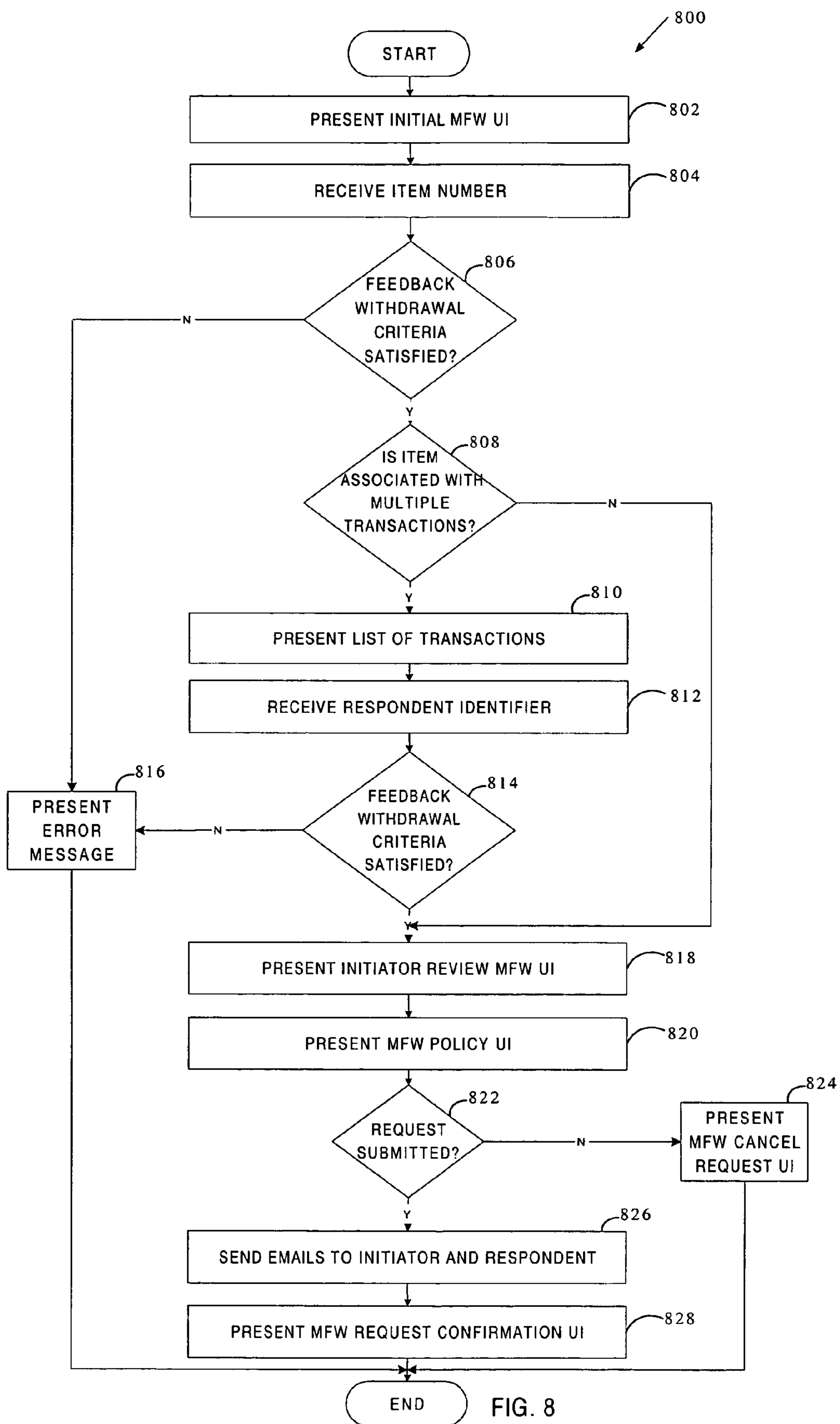
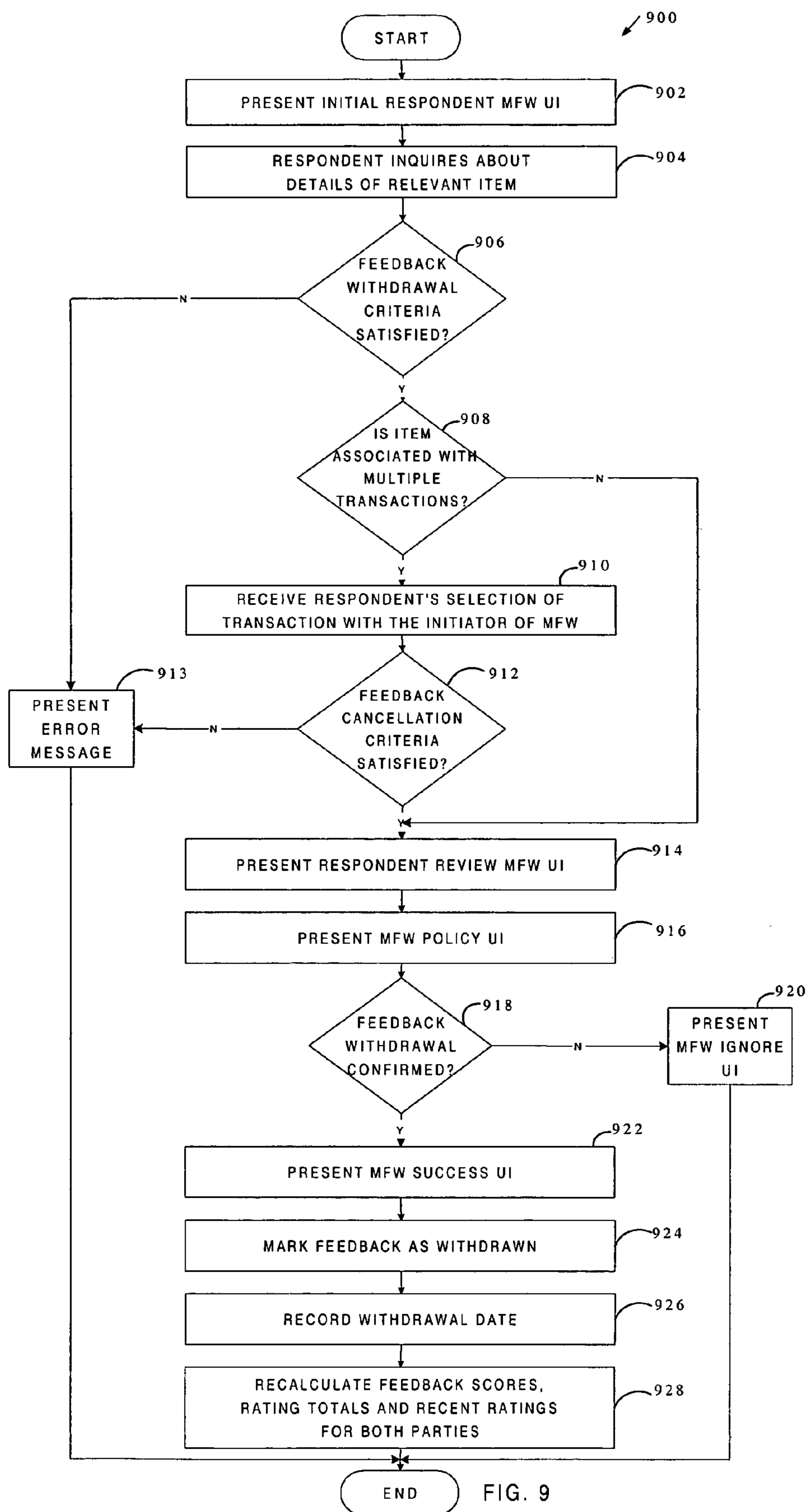


FIG. 8



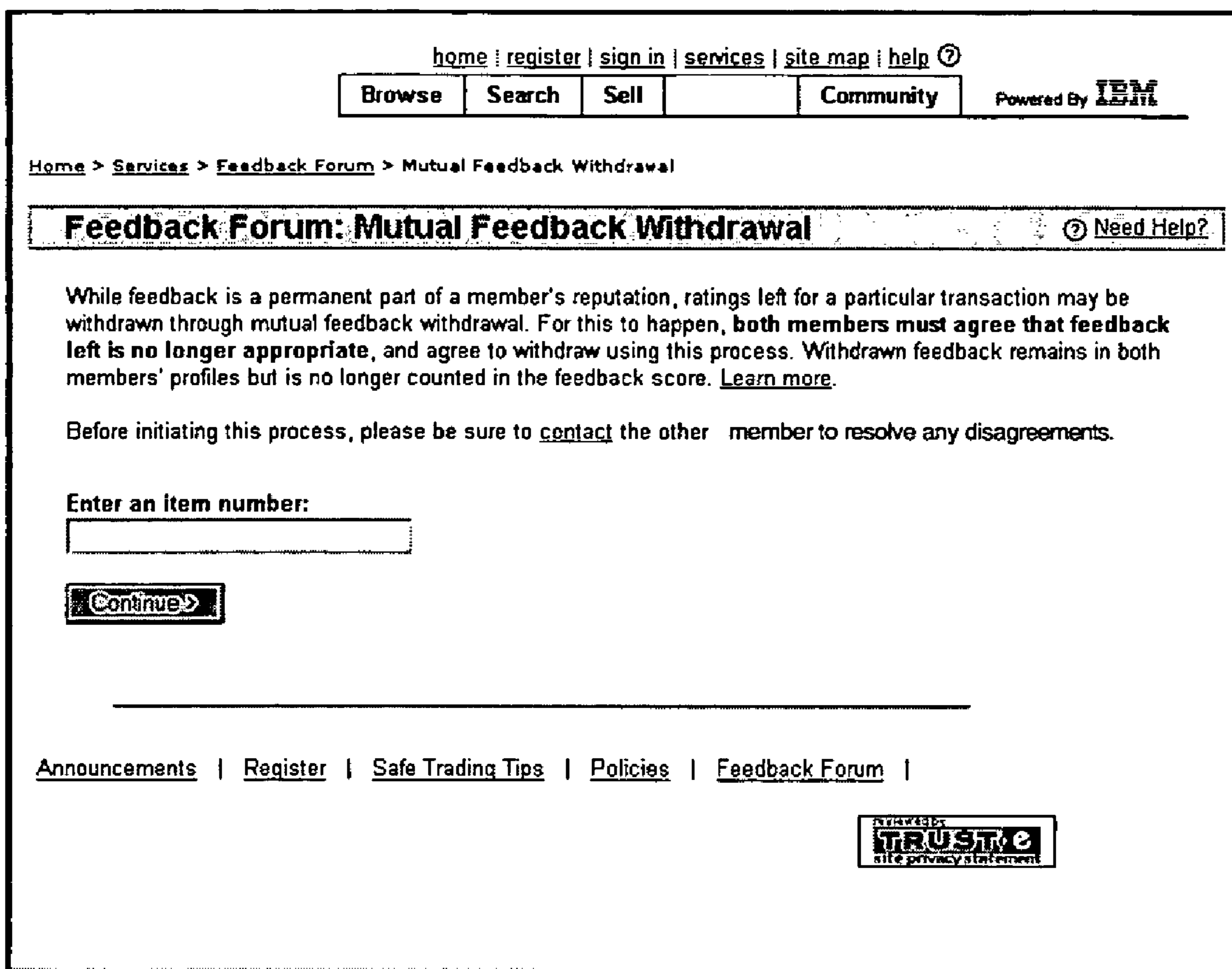



FIG. 10

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<a href="#">Browse</a>	<a href="#">Search</a>	<a href="#">Sell</a>	<a href="#">Community</a>
------------------------	------------------------	----------------------	---------------------------

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---

**Feedback Forum: Mutual Feedback Withdrawal** [Need Help?](#)

While feedback is a permanent part of a member's reputation, ratings left for a particular transaction may be withdrawn through mutual feedback withdrawal. For this to happen, **both members must agree that feedback left is no longer appropriate**, and agree to withdraw using this process. Withdrawn feedback remains in both members' profiles but is no longer counted in the feedback score. [Learn more.](#)

Before initiating this process, please be sure to contact the other member to solve any disagreements.

**⚠ Please enter a valid item number.**  
Enter an item number:

---

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FIG. 11A

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---

**Feedback Forum: Mutual Feedback Withdrawal** ? Need Help?

 You have already requested feedback withdrawal for this item.

**Where would you like to go next?**

- Mutual Feedback Withdrawal
- My Page
- Feedback Forum
- Facility Homepage

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FIG. 11B

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---

**Feedback Forum: Mutual Feedback Withdrawal** [Need Help?](#)

You are about to request mutual feedback withdrawal for item: 123456789. Please select the appropriate buyer to whom you would like to send this request.

Please note: If the buyer agreeing to this request has purchased more than one item from this listing, feedback ratings for all the items will be withdrawn.

Select	User ID	Sale Date/Time	Comment you received
<input type="radio"/>	funnygirl	Sep-24-03 12:35	⊖ Never shipped the item! Bad Seller Reply left by dreamlife90: Shipment was delayed by UPS. Arrived two days later on Sep 26th.
<input type="radio"/>	usa-promotion	Sep-15-03 22:28	(No feedback has been left.)
<input type="radio"/>	photo1canada	Sep-11-03 10:33	⊕ Excellent transaction. Paid quickly... Highly recommended! A++++
<input type="radio"/>	royalsteam	Sep-11-03 02:38	⊕ Great to do business with! Fast response.
<input type="radio"/>	johnnymanic	Sep-10-03 12:09	⊕ very fast,

[Cancel request](#)

---

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FIG. 12

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Sell
Community
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---

**Feedback Forum: Mutual Feedback Withdrawal**  [Need Help?](#)


You are about to initiate mutual feedback withdrawal for item 123456789. For the feedback to be withdrawn, funnygirl must also agree and complete the process within 90 days from the end of the listing or 30 days from the date the feedback was left.

Please review the information below before sending your request.

---

**Buyer:** [funnygirl](#) (88 ★)
   
**Item:** [Snoopy Pez Dispenser Free S&H with BIN \(123456789\)](#)
  
**Date/Time:** Sep-24-03 12:35:18 PDT
   
**Feedback you left:**  Left negative feedback prematurely.
   
**Feedback you received:**  Never shipped the item! Bad Seller
   
     Reply left by dreamlife90: Shipment was delayed by UPS. Arrived two days later on Sep 26th.

**Message to buyer:** (optional)
   


  
Up to 200 characters.

[Cancel request](#)

---

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FIG. 13A




<b>Buyer:</b>	<u>funnygirl (88 ★ )</u>
<b>Item:</b>	<u>Snoopy Pez Dispenser Free S&amp;H with BIN (123456789)</u>
<b>Date/Time:</b>	Sep-24-03 12:35:18 PDT
<b>Feedback you left:</b>	(No feedback comment has been left.)
<b>Feedback received:</b>	● Never shipped the item! Bad Seller
<b>Buyer:</b>	<u>funnygirl (88 ★ )</u>
<b>Item:</b>	<u>Snoopy Pez Dispenser Free S&amp;H with BIN (123456789)</u>
<b>Date/Time:</b>	Sep-23-03 02:34:17 PDT
<b>Feedback you left:</b>	(No feedback comment has been left.)
<b>Feedback received:</b>	● Never shipped the item! Bad Seller

FIG. 13B

home | register | sign in | services | site map | help ?


Browse	Search	Sell	y	Community
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Home > Services > Feedback Forum > Mutual Feedback Withdrawal

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**Feedback Forum: Mutual Feedback Withdrawal** [Need Help?](#)

 **Important: Please read the following before continuing with your request.**

1. Both members must complete this process within 90 days from the end of the listing or 30 days from the date the feedback was left.
2. The ratings that you and the other member left will **both be withdrawn at the same time**. After withdrawal, no additional feedback will be allowed for this item.
3. Withdrawn feedback comments remain visible in both members' profiles, but are **no longer counted in the feedback score**. [See example](#).
4. will review excessive requests for feedback withdrawal for compliance with our [feedback policies](#).
5. Once you submit your request, it cannot be retracted or canceled. If the oth member delcines the request or does not respond, the feedback will remain unchanged.

[Cancel request](#)

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FIG. 14

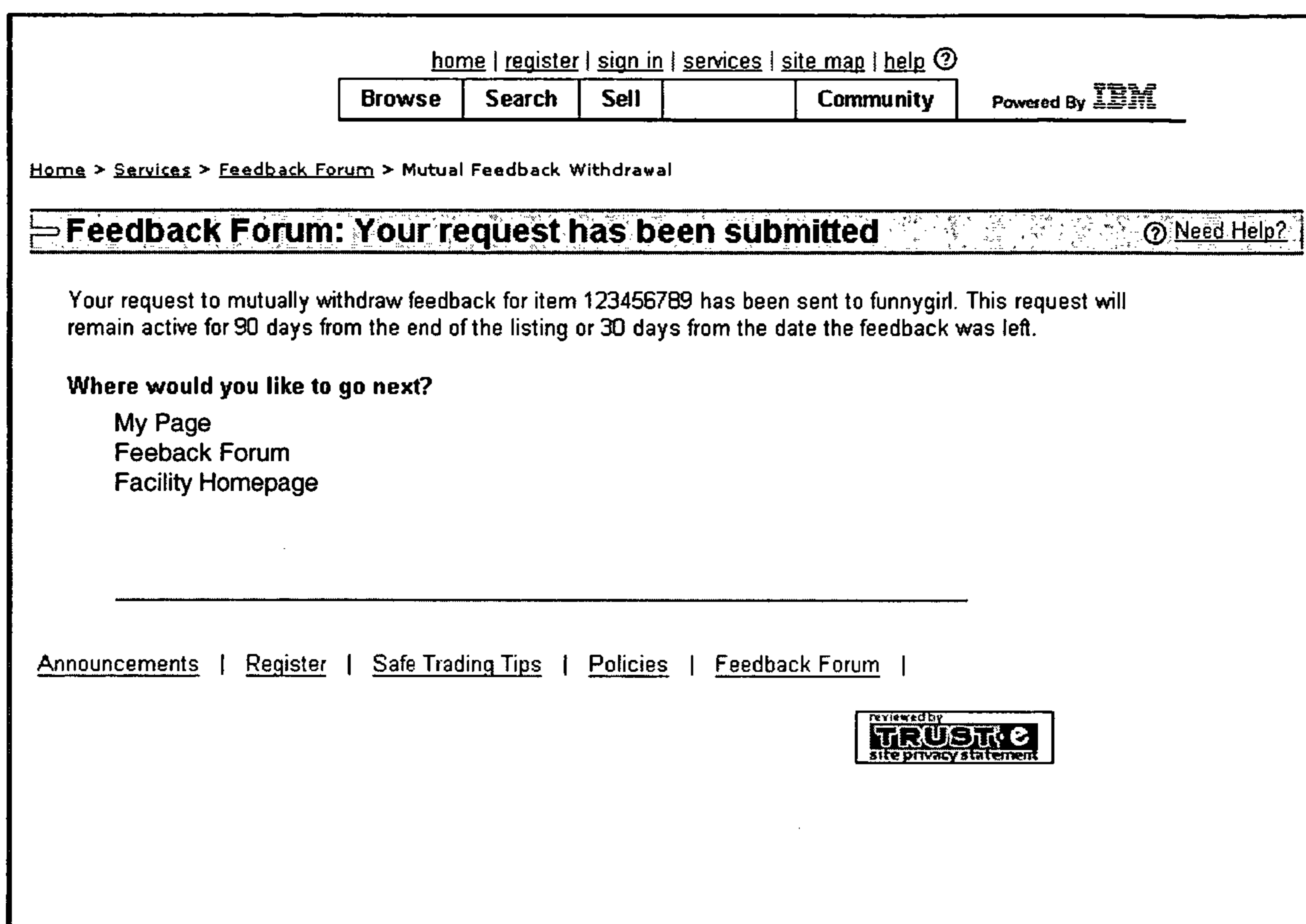



FIG. 15A

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Browse	Search	Sell		Community
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[Home](#) > [Services](#) > [Feedback Forum](#) > Mutual Feedback Withdrawal

**Feedback Forum: Your request has been canceled** [? Need Help?](#)

You have canceled your request for mutual feedback withdrawal for item 123456789.

**Where would you like to go next?**

- Mutual Feedback Withdrawal
- My Page
- Feedback Forum
- Facility Homepage

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FIG. 15B


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Browse	Search	Sell	-	-	Community
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---

**Feedback Forum: Mutual Feedback Withdrawal**  [Need Help?](#)

While feedback is a permanent part of a member's reputation, ratings left for a particular transaction may be withdrawn through mutual feedback withdrawal. For this to happen, **both members must agree that feedback left is no longer appropriate**, and agree to withdraw using this process. Withdrawn feedback remains in both members' profiles but is no longer counted in the feedback score. [Learn more](#).

Before completing this process, be sure to [contact](#) the other member to resolve any disagreements.

Your trading partner requested mutual feedback withdrawal for the following item:  
**123456789**

[See details](#) 

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FIG. 16

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Browse	Search	Sell	Community
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**Feedback Forum: Mutual Feedback Withdrawal** ? Need Help?

 **You have already requested feedback withdrawal for this item.**

**Where would you like to go next?**


- Mutual Feedback Withdrawal
- My Page
- Feedback Forum
- Facility Homepage

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FIG. 17


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Browse	Search	Sell	Community
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---

**Feedback Forum: Mutual Feedback Withdrawal**  [Need Help?](#)

Your trading partner has agreed to mutual feedback withdrawal for the following item and requested you to do the same. If you agree to this request, feedback will be withdrawn and will not count towards the feedback scores of you and your trading partner; however, the feedback comments will be visible in both members' profiles. [Learn more](#)

Please review the information below:

---

<b>Seller:</b>	<a href="#">dreamlife90</a> (3528 ★)
<b>Item:</b>	<a href="#">Snopy Pez Dispenser Free S&amp;H with BIN (123456789)</a>
<b>Date/Time:</b>	Sep-24-03 12:35:18 PDT
<b>Feedback you left:</b>	<input checked="" type="radio"/> Never shipped the item! Bad Seller <b>Reply</b> left by dreamlife90: Shipment was delayed by UPS. Arrived two days later on Sep 26th.
<b>Feedback you received:</b>	<input checked="" type="radio"/> Left negative feedback prematurely.

[Ignore request](#)

---

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FIG. 18

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Browse	Search	Sell	Community
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**Feedback Forum: Your feedback has been withdrawn** [Need Help?](#)

You and dreamlife90 have mutually withdrawn feedback for item 123456789. A confirmation email has been sent to both of you.

**Please note:** It may take up to 24 hours for the feedback scores to be updated.

**Where would you like to go next?**

- My Page
- Feedback Forum
- Facility Homepage

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FIG. 19



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**Feedback Forum: The request has been canceled.** [? Need Help?](#)

You have declined the request for mutual feedback withdrawal for <item number>. Your feedback score remains unchanged. You have up to 90 days after the end of the listing or 30 days from the date the feedback was left to withdraw your feedback.

**Where would you like to go next?**

- Mutual Feedback Withdrawal
- My Page
- Feedback Forum
- Facility Homepage

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FIG. 20

**Feedback Withdrawal Request for Item 123456789**

Dear dreamlife90,

Your request to withdraw feedback for item 123456789 has been sent to member funnygirl. Your trading partner must also agree and complete this request before the feedback will be withdrawn and scores updated for both members.

**Please note:** If the member does not agree or does not complete the form within 90 days of the transaction or within 30 days of the date the feedback was left, the feedback for this transaction will remain unchanged.

**Item/Feedback Information**

**Buyer:** [funnygirl](#) (BB ★)

**Item:** [Snoopy Pez Dispenser Free S&H with BIN \(123456789\)](#)

**Date/Time:** Sep-24-03 12:35:18 PDT

**Feedback you left:** Ⓞ Left negative feedback prematurely.

**Feedback you received:** Ⓟ Never shipped the item! Bad Seller

**Reply** left by dreamlife90: Shipment was delayed by UPS. Arrived two days later on Sep 26th.

**Message to buyer:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et est sed diam volutpat congue. Suspendisse turpis urna, venenatis eu, posuere at, gravida vel, diam.

FIG. 21

**Feedback Withdrawal Request for Item 123456789**

Dear funnygirl,

dreamlife90 has filed a request to mutually withdraw feedback for the transaction shown below. allows members to withdraw feedback for a transaction if they both agree it is no longer appropriate.

If you agree to this request, the feedback you received AND any feedback you left for this transaction will be withdrawn at the same time. Withdrawn feedback remains in both members' profiles but is no longer counted in the feedback score. If you have not left feedback for this transaction, you may still agree to this request, but you will not be able to leave feedback at a later date.

If you agree, please fill out the feedback withdrawal form:  
If you disagree, no action is required. The feedback for this transaction will remain unchanged.

Please note: To withdraw feedback, you must complete the online form within 90 days from the end of the listing or within 30 days of the date the feedback was left, whichever is longer.

**Item/Feedback Information**

**Seller:** dreamlife90 (3528 ★)  
**Item:** Snoopy Pez Dispenser Free S&H with BIN (123456789)  
**Date/Time:** Sep-24-03 12:35:18 PDT  
**Feedback you left:** ⓪ Never shipped the item! Bad Seller  
Reply left by dreamlife90: Shipment was delayed by UPS. Arrived two days later on Sep 26th.  
**Feedback you received:** Ⓢ Left negative feedback prematurely.

**Message from seller:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et est sed diam volutpat congue. Suspendisse turpis urna, venenatis eu, posuere at, gravida vel, diam.

FIG. 22

**Feedback Withdrawal Request for Item 123456789**

Dear <userID>.

Your request to withdraw feedback for item 123456789 has been successfully completed. The feedback comment will now be marked as withdrawn and feedback scores updated.

**Please note:** It may take up to 24 hours for the withdrawal to be reflected in your feedback score.

---

**FIG. 23**

2406

[home](#) | [register](#) | [sign in](#) | [services](#) | [site map](#) | [help](#)

Browse Search Sell Community powered by XYZ

[← Back to your last item](#)    Home > Services > Feedback Forum > Member Profile

**Member Profile: dreamlife90 (3528★)**

Feedback Score:	<b>3528</b>	Recent Ratings:	Member since: Jul 1997																
Positive Feedback:	<b>99.8%</b>	<table border="1"> <tr> <td></td> <td>Past Month</td> <td>Past 6 Months</td> <td>Past 12 Months</td> </tr> <tr> <td>positive</td> <td>392</td> <td>1833</td> <td>2805</td> </tr> <tr> <td>neutral</td> <td>1</td> <td>1</td> <td>1</td> </tr> <tr> <td>negative</td> <td>1</td> <td>1</td> <td>1</td> </tr> </table>		Past Month	Past 6 Months	Past 12 Months	positive	392	1833	2805	neutral	1	1	1	negative	1	1	1	Location: United States
	Past Month	Past 6 Months	Past 12 Months																
positive	392	1833	2805																
neutral	1	1	1																
negative	1	1	1																
Members who left a positive:	3531		<ul style="list-style-type: none"> <li>▪ <a href="#">ID History</a></li> <li>▪ <a href="#">Items for Sale</a></li> <li>▪ <a href="#">Visit my Store</a></li> <li>▪ <a href="#">Learn more About Me</a></li> </ul>																
Members who left a negative:	3																		
All positive feedback received:	6587		<b>Contact Member</b>																

[Learn about what these numbers mean.](#)    Bid Retractions (Past 6 months): 2

2402

All Feedback Received   From Buyers   From Sellers   Left for Others    [Need Help?](#)

6593 feedback received by dreamlife90 (5 mutually withdrawn) **2404**    Page 1 of 30

Comment	From	Date / Time	Item#
⊕ Excellent seller, fast emails and shipment. AAA+++	Buyer <a href="#">pharaoh4 (1408★)</a>	Feb-25-03 14:35	<a href="#">2157398891</a>
⊕ ABSOLUTELY THE PERFECT EBAYER. SENT IMMEDIATELY!!! JUST WONDERFUL. THANKS!	Buyer <a href="#">jmixon10 (1)★</a>	Feb-25-03 12:35	<a href="#">2157398892</a>
⊕ Very fast transaction, quick delivery.	Buyer <a href="#">crazyquy (224★)</a>	Feb-25-03 12:00	<a href="#">2157398893</a>
⊕ An excellent customer, thank you for your business!!	Seller <a href="#">dddaddydee (19★)</a>	Feb-25-03 10:25	<a href="#">2157398894</a>
⊖ Would not trade again, never shipped my item! Reply by dreamlife90: I emailed you 5 times but no response. Don't sell to this person. Follow-up by katelovespez: I didn't get any emails.	Buyer <a href="#">katelovespez (656★)</a>	Feb-25-03 02:35 Feb-28-03 17:00 Feb-29-03 09:40	<a href="#">2157398895</a>
⊕ Fast payment! Excellent ...hope do business again AA++++^o^=	Seller <a href="#">bestvalue (251★)</a> no longer a registered user	Feb-24-03 19:22	<a href="#">2157398898</a>
⊕ Thanks again! Always a pleasure.	Buyer <a href="#">littlebitthis (224★)</a>	Feb-24-03 18:55	<a href="#">2157398899</a>
⊖ Shipping took too long. But offered me refund.	Buyer <a href="#">imintexas (19★)</a>	Feb-24-03 17:40	<a href="#">2157398900</a>
⊕ Another good deal! Business was a pleasure.	Buyer <a href="#">winthisnow (656★)</a>	Feb-24-03 17:00	<a href="#">2157398901</a>
⊖ Never shipped the item! Bad Seller! Reply by dreamlife90: Shipment was delayed by UPS. Arrived 2 days later on Feb 26th. Withdrawn: Buyer and seller mutually agreed to withdraw feedback for this item. <a href="#">Learn more</a>	Buyer <a href="#">funnygirl (88★)</a>	Feb-24-03 12:35 Feb-26-03 18:00 Mar-01-03 09:38	<a href="#">2157398902</a>
⊕ Good communication and packaging.	Buyer <a href="#">dealseeker (1408★)</a>	Feb-24-03 11:22	<a href="#">2157398903</a>
⊕ Buy from this guy! He is the best!	Buyer <a href="#">iloveebay (251★)</a>	Feb-24-03 09:55	<a href="#">2157398904</a>

FIG. 24

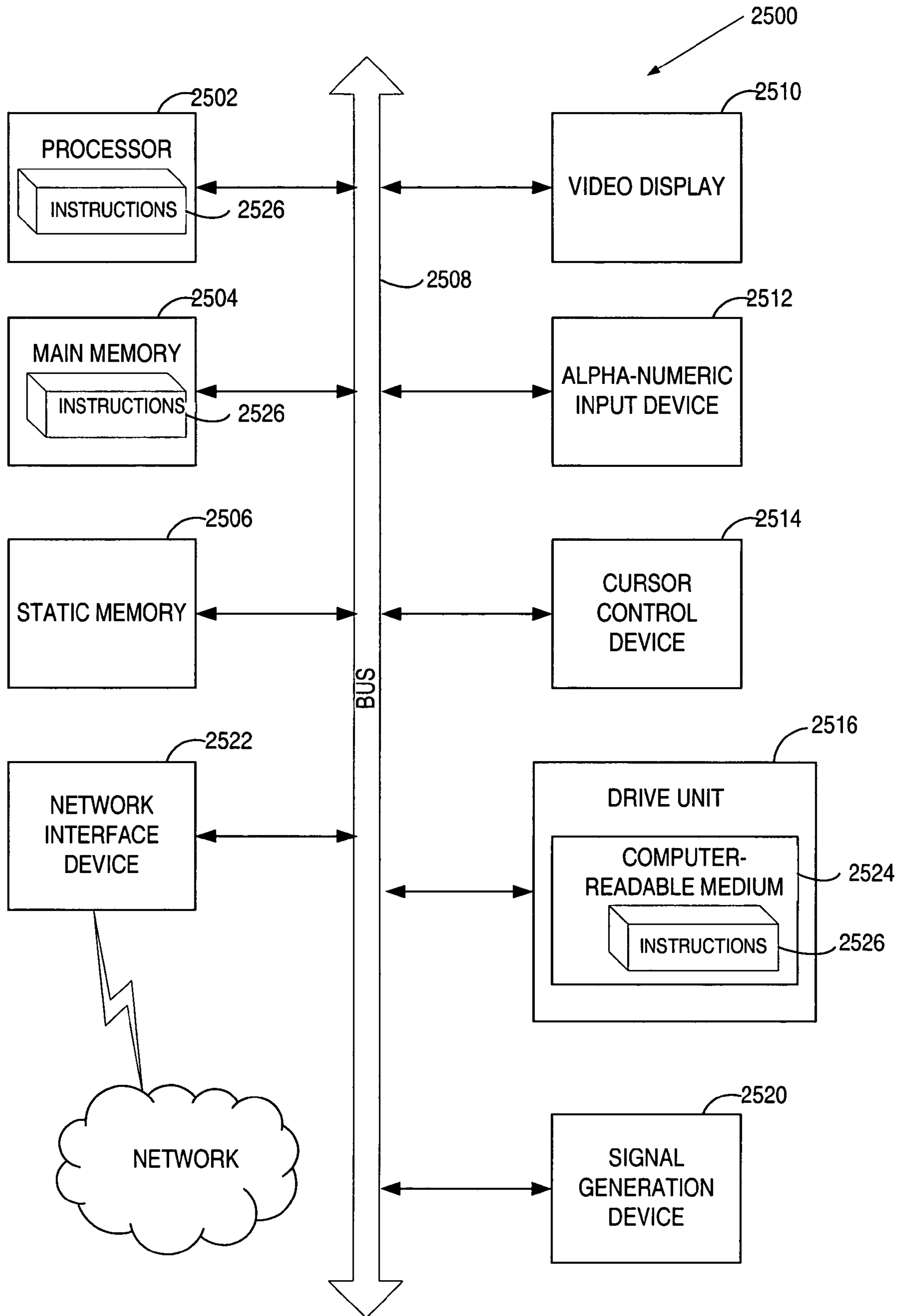


FIG. 25

**1****FEEDBACK CANCELLATION IN A  
NETWORK-BASED TRANSACTION  
FACILITY**

## RELATED APPLICATION

This application is related to and claims the benefit of U.S. Provisional Patent application Ser. No. 60/524,348 filed Nov. 20, 2003, which is hereby incorporated by reference.

## FIELD OF THE INVENTION

The present invention relates generally to the field of e-commerce and, more specifically, to the cancellation of feedback received from users of a network-based transaction facility.

## BACKGROUND OF THE INVENTION

In addition to access convenience, one of the advantages offered by network-based transaction facilities (e.g., business-to-business, business-to-consumer and consumer-to-consumer Internet marketplaces and retailers) and on-line communities is that participants within such facilities or communities may provide feedback to the facility, to other users of the facility and to members of an on-line community regarding any number of topics.

For users of a network-based transaction facility, such as an Internet-based auction facility, feedback regarding other users is particularly important for enhancing user trust of the transaction facility. Indeed, a history of positive feedback for a trader that routinely uses an Internet-based auction facility may be particularly valuable and useful in providing other traders with a degree of confidence regarding a specific trader. Accordingly, a positive feedback history may establish the credibility and trustworthiness of a particular trader within an on-line trading community. Similarly, a history of negative feedback may discourage other traders from transacting with a specific trader.

## SUMMARY OF THE INVENTION

According to one aspect of the present invention, an exemplary method includes receiving a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction, determining whether feedback cancellation criteria are satisfied, and canceling the feedback pertaining to the transaction if the feedback cancellation criteria are satisfied.

## BRIEF DESCRIPTION OF THE DRAWINGS

The present invention is illustrated by way of example and not limitation in the figures of the accompanying drawings, in which like references indicate similar elements and in which:

FIG. 1 is a block diagram illustrating an exemplary network-based transaction facility in the form of an internet-based auction facility.

FIG. 2 is a database diagram illustrating an exemplary database for the transaction facility.

FIG. 3 is a diagrammatic representation of an exemplary transaction record table of the database illustrated in FIG. 2.

FIG. 4 is a diagrammatic representation of an exemplary feedback table of the database illustrated in FIG. 2.

FIG. 5 is a diagrammatic representation of an exemplary feedback details table of the database illustrated in FIG. 2.

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FIG. 6 is a block diagram of one embodiment of a feedback cancellation module.

FIGS. 7-9 are flow diagrams of exemplary methods performed by the feedback cancellation module.

FIGS. 10-24 illustrate exemplary user interfaces.

FIG. 25 is a block diagram of an exemplary computer system that may be used to practice embodiments of the present invention.

## DETAILED DESCRIPTION

A method and system for canceling feedback in a network-based transaction facility are described. In the following description, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be evident, however, to one skilled in the art that the present invention may be practiced without these specific details.

## Terminology

For the purposes of the present specification, the term "transaction" shall be taken to include any communications between two or more entities and shall be construed to include, but not be limited to, commercial transactions including sale and purchase transactions, auctions and the like.

## Transaction Facility

FIG. 1 is block diagram illustrating an exemplary network-based transaction facility 10 that includes one or more of a number of types of front-end servers, namely page servers 12 that deliver web pages (e.g., markup language documents), picture servers 14 that dynamically deliver images to be displayed within Web pages, listing servers 16, CGI servers 18 that provide an intelligent interface to the back-end of facility 10, and search servers 20 that handle search requests to the facility 10. E-mail servers 21 provide, inter alia, automated e-mail communications to users of the facility 10.

The back-end servers include a database engine server 22, a search index server 24 and a credit card database server 26, each of which maintains and facilitates access to a respective database 23.

The facility 10 may be accessed by a client program 30, such as a browser (e.g., the Internet Explorer distributed by Microsoft Corp. of Redmond, Wash.) that executes on a client machine 32 and accesses the facility 10 via a network such as, for example, the Internet 34. Other examples of networks that a client may utilize to access the auction facility 10 include a wide area network (WAN), a local area network (LAN), a wireless network (e.g., a cellular network), or the Plain Old Telephone Service (POTS) network.

## Database Structure

FIG. 2 is a database diagram illustrating an exemplary database 23, maintained by and accessed via the database engine server 22, which at least partially implements and supports the network-based transaction facility 10 such as an Internet-based auction facility. It should be noted that while some embodiments of the present invention are described in the context of an auction facility, it will be appreciated by those skilled in the art that the invention will find application in many different types of computer-based, and network-based, commerce facilities.

The database **23** may, in one embodiment, be implemented as a relational database, and includes a number of tables having entries, or records, that are linked by indices and keys. In an alternative embodiment, the database **23** may be implemented as collection of objects in an object-oriented database.

Central to the database **23** is a user table **40**, which contains a record for each user of the network-based transaction facility **10** such as an Internet-based auction facility. A user may operate as a seller, buyer, or both, within the facility **10**. The database **23** also includes item tables **42** that may be linked to the user table **40**. Specifically, the tables **42** include a seller items table **44** and a bidder items table **46**. A user record in the user table **40** may be linked to multiple items that are being, or have been, auctioned via the facility **10**. A link indicates whether the user is a seller or a buyer with respect to items for which records exist within the item tables **42**. The database **23** also includes a note table **48** populated with note records that may be linked to one or more item records within the item tables **42** and/or to one or more user records within the user table **40**. Each note record within the table **48** may include, inter alia, a comment, description, history or other information pertaining to an item being offered via the facility **10**, or to a user of the facility **10**.

A number of other tables are also shown to be linked to the user table **40**, namely a user past aliases table **50**, a feedback table **52**, a feedback details table **53**, a bids table **54**, an accounts table **56**, an account balances table **58** and a transaction record table **60**.

FIG. **3** is a diagrammatic representation of an exemplary embodiment of the transaction record table **60** that is populated with records, or entries, for completed, or ended, transactions (e.g., auctions) that have been facilitated by the facility **10**. The table **60** includes a transaction identifier column **62** that stores a unique transaction identifier for each entry, and an end date column **64** that stores a date value indicating, for example, a date on which a transaction was established. A bidder column **66** stores a user identifier for a bidder (or a purchaser), the user identifier comprising a pointer to further user information stored in the user table **40**. Similarly, a seller column **68** stores, for each entry, a user identifier for a seller within the relevant transaction. An item number column **70** stores, for each entry, an item number identifying the goods or service being transacted, and a title column **72** stores, for each entry, a descriptive title for the relevant transaction or for the item being transacted. A feedback column **73** stores, for each entry, data specifying whether feedback exists for the relevant transaction and whether this feedback is current (i.e., has not been cancelled).

It should be noted that, in one embodiment, an entry is only created in the transaction record table **60** for transactions that have been established, for example, by the conclusion of an auction process, or by some other offer and acceptance mechanism between the purchaser and the seller.

FIG. **4** is a diagrammatic representation of an exemplary embodiment of the feedback table **52**. The feedback table **52** stores summary information regarding feedback for users of the facility **10**. The table **52** includes a user identifier column **74** that stores, for each entry, a user identifier providing a pointer to the user table **40**. A total score column **76** stores, for each user entry, a feedback score calculated by subtracting the total number of negative feedback comments received for the relevant user from the total number of positive feedback comments received for that user. A total negative column **78** stores, for each user entry, the total number of negative feedback comments for the relevant user, and a total positive column **80** similarly stores, for each user entry, the total

number of positive feedback comments received for that user. A number of retractions column **82** stores, for each user entry, the number of bids that the relevant user has retracted from auctions.

FIG. **5** is a diagrammatic representation of one embodiment of the feedback details table **53**, that is populated with entries reflecting the details of each feedback comment or opinion submitted by a user to the facility **10** regarding another user or item involved in a transaction. In one exemplary embodiment, users are only permitted to provide feedback pertaining to a transaction upon conclusion of that transaction. The feedback information may pertain to the other user that participated in the transaction, or to the object (e.g., goods or services) that was the subject of the transaction. In an alternative embodiment, comments or opinions are provided regarding an item or service that is offered for sale or regarding an event. In these cases it will be appreciated that a transaction is necessarily required for feedback to be permitted.

The feedback details table **53** includes an item number column **104** including an item identifier that points to a record within the item tables **42**. A comment column **106** stores, for each entry, the actual text of the feedback, comment, or opinion. A type column **108**, in one embodiment, stores indication as to whether the comment is positive, negative, neutral, or withdrawn. A date column **110** stores, for each entry, the date on which the feedback, comment or opinion was delivered. A response column **112** stores the text of a response submitted by a user (e.g., a user to which the original comment pertained) in response to the comment text stored in column **106**. Similarly, a rebuttal column **114** stores the text of a rebuttal to such a response.

A feedback provider column **116** stores the user identifier of the user that submitted the original comment, stored in column **106**, for the entry. A commentee column **118** stores the user identifier of the user to which comment may have been directed.

The feedback details table **53** also includes a withdrawal date column **120** that stores, for each withdrawn feedback comment, the date on which this feedback comment was withdrawn.

It will be appreciated that further dates and other descriptive information may also populate the feedback details table **53**.

#### Feedback Cancellation

Users of the network-based transaction facility **10** are allowed to leave feedback for other users. Feedback provides users of the transaction facility **10** with a degree of confidence regarding a specific user. That is, a positive feedback history may establish the credibility and trustworthiness of a particular user within the transaction facility **10**. Similarly, a history of negative feedback may discourage other users from transacting with a specific user. Sometimes, feedback left for a user may not be accurate. For example, a feedback provider may leave a positive feedback by mistake (e.g., a buyer may leave negative feedback to a wrong seller) or the parties to a transaction may have been able to resolve the problem after negative feedback was left. Embodiments of the present invention provide a mechanism for canceling feedback in the transaction facility **10**.

In one embodiment, the transaction facility **10** contains a feedback cancellation module that is responsible for canceling feedback comments previously left by users of the transaction facility **10**. FIG. **6** is a block diagram of one embodiment of a feedback cancellation module **600**.



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Referring to FIG. 6, the feedback cancellation module **600** includes a feedback cancellation request receiver **602**, a feedback cancellation criteria evaluator **604**, a feedback cancellation request processor **606**, a feedback cancellation recorder **608**, a feedback user interface (UI) generator **612**, and a database **610**. The feedback cancellation request receiver **602** is responsible for receiving a request to cancel feedback from a first user, identifying a transaction associated with the feedback and identifying a second user who was the second party to the transaction. The feedback to be cancelled may include feedback comments left by the first and second users for the relevant transaction. In one embodiment, the transaction is identified using an item number specified by the first user when submitting the request.

The feedback cancellation criteria evaluator **604** is responsible for evaluating information pertaining to the current feedback cancellation request based on a set of feedback cancellation criteria that encompass various rules for canceling feedback in the transaction facility **10**. The rules may require, for example, that at least one feedback comment be associated with the relevant transaction, that the request to cancel feedback be received before an expiration date of the transaction, that each party to the transaction be currently registered with the transaction facility **10**, that the feedback cancellation request be below a threshold number of allowed feedback cancellations for each party to the transaction, etc. In one embodiment, the rules require that at least one party agree to cancel feedback.

In another embodiment, the rules require that both parties agree to cancel feedback. In this embodiment, the feedback cancellation module **600** also includes a feedback cancellation request processor **606** that is responsible for determining whether the second party agrees to cancel feedback for the relevant transaction. In one embodiment, this determination is made by notifying the second party about the request, presenting to the second party information identifying the relevant transaction and feedback left for this transaction, and receiving a confirmation of feedback cancellation from the second party.

The feedback cancellation recorder **608** is responsible for canceling the feedback if the feedback cancellation criteria are satisfied. In one embodiment, the feedback cancellation recorder **608** cancels the feedback by marking each relevant feedback comment as withdrawn (e.g., by recording the withdrawal date in the feedback details table **53**), updating feedback scores (e.g., total score **76**, total negative **78** and total positive **80** in the feedback table **52**), and marking the transaction as having withdrawn feedback (e.g., in the feedback column **73** of the transaction record table **60**).

The feedback UI generator **612** is responsible for generating various U's that present feedback information to the users. In one embodiment, when a user requests to see all feedback left for some other user, cancelled feedback (if any) is displayed with a comment indicating that this feedback has been withdrawn.

FIG. 7 is a flow diagram of one embodiment of method **700** for canceling feedback in a network-based transaction facility. The method may be performed by the feedback cancellation module **600**, which may be implemented in hardware, software, or a combination of both.

Referring to FIG. 7, method **700** begins with the feedback cancellation request receiver **602** receiving a request to cancel feedback from a first user (processing block **702**). In one embodiment, the request includes an item identifier that links the request to a specific transaction. In addition, the feedback cancellation request receiver **602** may use the item number to determine the other party to the transaction and to retrieve all

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feedback comments provided for this transaction. These feedback comments may be left by the first party and/or the second party.

At processing block **704**, the feedback cancellation criteria evaluator **604** determines whether the feedback cancellation request of the first party satisfies a set of feedback cancellation criteria. As discussed above, the set of feedback cancellation criteria are based on rules that may require, for example, that at least one feedback comment be associated with the relevant transaction, that the request to cancel feedback be received before an expiration date of the transaction, that each party to the transaction be currently registered with the transaction facility **10**, that the feedback cancellation request be below a threshold number of allowed feedback cancellations for each party to the transaction, etc.

If the feedback cancellation request of the first party does not satisfy any of the feedback cancellation criteria, the criteria evaluator **604** creates an error message identifying the problem (processing block **712**). If the feedback cancellation request of the first party satisfies all of the feedback cancellation criteria, the feedback cancellation request processor **606** informs the second party of the feedback cancellation request (processing block **706**). In one embodiment, the feedback cancellation request processor **606** sends to the second party an email specifying the request and identifying the relevant transaction and feedback left for this transaction. The email may also include a link to a feedback cancellation form that the second party needs to access in order to proceed with the request. In other embodiments, the second party may be notified about the request of the first party using different communication means (e.g., a letter, a voice message, etc.).

At processing block **708**, the feedback cancellation request processor **606** receives from the second party a response to the feedback cancellation request. In one embodiment, the response includes an item number that links the response to the feedback cancellation request of the first party, and a request of the second party to view detailed information about the relevant transaction.

At processing block **710**, the feedback cancellation criteria evaluator **604** determines whether the response of the first party satisfies the feedback cancellation criteria. For example, the feedback cancellation criteria evaluator **604** may determine whether the response is received before the expiration date of the transaction, that each party to the transaction is currently registered with the transaction facility **10**, etc.

If the response of the second party does not satisfy any of the feedback cancellation criteria, the criteria evaluator **604** creates an error message identifying the problem (processing block **712**). If the response of the second party satisfies all of the feedback cancellation criteria, the feedback UI generator **612** presents to the second party information about the transaction and feedback comments left for this transaction (processing block **714**).

At processing block **716**, the feedback cancellation request processor **606** determines whether the second party confirms the cancellation of the feedback based on the input provided by the second party. If not, method **700** ends. If so, the feedback cancellation request processor **606** causes the feedback cancellation recorder **608** to cancel the feedback (processing block **720**). In one embodiment, the feedback is cancelled by marking each relevant feedback comment as withdrawn, recalculating feedback scores and statistics of both parties, and marking the transaction as having withdrawn feedback to prevent the party who has not yet provided feedback from leaving new feedback.

In one embodiment, method 700 performed by the feedback cancellation module 600 is divided into an initiator process that is based on interactions with the first party (referred to as a mutual feedback withdrawal (MFW) initiator) and a respondent process that is based on interactions with the second party (referred to as a MFW respondent). FIG. 8 is a flow diagram of one embodiment of a method 800 for performing an exemplary MFW initiator process. Method 800 may be performed by the feedback cancellation module 600, which may be implemented in hardware, software, or a combination of both. Method 800 is discussed with reference to exemplary UIs created by the feedback UI generator 612 and illustrated in FIGS. 10-15B.

Referring to FIG. 8, method 800 begins with the feedback UI generator 612 presenting an initial MFW UI to the first party (processing block 802). An exemplary initial MFW UI is shown in FIG. 10.

At processing block 804, the feedback cancellation request receiver 602 receives an item number provided by the first party via the initial MFW UI and attempts to identify the transaction and the second party to the transaction based on the item number. If the item number is associated with multiple transactions and multiple second parties (e.g., the first party is a seller who has multiple buyers of the same item), the feedback cancellation request receiver 602 determines that further identification of the transaction is required and retrieves information pertaining to the multiple transactions from the database 610. Alternatively, if the item number is associated with a single transaction, the feedback cancellation request receiver 602 retrieves information about this transaction from the database 610.

At processing block 806, the criteria evaluator 604 determines whether the feedback withdrawal criteria are satisfied. Table 1 illustrates exemplary feedback withdrawal criteria used by the criteria evaluator 604.

TABLE 1

Order	Criteria	Condition	Error Message
1	Was an item number entered?	Return error if FALSE	Please enter a valid item number.
2	Is the user signed in and not suspended?	Require sign-in	
3	Is this a valid item number?	Return error if FALSE	Please enter a valid item number.
4	Did the user participate in this transaction?	Return error if FALSE	You are not involved in this transaction.
5	Does a specific transaction need to be identified? (multi-transaction)	Skip to multi-transaction logic	
6	Has feedback already been withdrawn for this transaction?	Return error if TRUE	Feedback for this transaction has already been withdrawn.
6a	Did either party leave feedback for this transaction?	Return error if FALSE	At least one trading partner must leave feedback for this transaction before it can be withdrawn.
7	Less than 90 days since txn end or less than 30 days since either party feedback left for this transaction? (does not include reply or follow-ups)	Return error if FALSE	This transaction is past the expiry date for a feedback withdrawal request.

TABLE 1-continued

Order	Criteria	Condition	Error Message
8	Is the other party in transaction NARU?	Return error if TRUE	The request cannot be completed as the other party in this transaction is no longer a registered user.
9	MFW request already filed for this transaction?	Return error if TRUE	You have already requested feedback withdrawal for this transaction.
10	Is this user over their usage limit?	Return error if TRUE	You can request withdrawal for only 15 transactions during a 30-day period.
11	Has the other party already filed for MFW on this item?	User sees respondent flow if TRUE.	

If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator 612 displays an error messages (processing block 816). Examples of error messages are included in Table 1. FIGS. 11A and 11B illustrate exemplary UIs that present error messages to the user.

If all of the feedback withdrawal criteria are satisfied and the item number is associated with multiple transactions (processing block 808), the feedback UI generator 612 presents to the first party a multi-item MFW UI containing a list of transactions (processing block 810). FIG. 12 illustrates an exemplary multi-item MFW UI that facilitates user selection of a specific transaction.

Upon receiving an identifier of the second party (the respondent) (processing block 812), the criteria evaluator 604 determines whether the feedback withdrawal criteria are satisfied (processing block 814). Table 2 illustrates exemplary feedback withdrawal criteria used by the criteria evaluator 604 for the multi-transaction items.

TABLE 2

Order	Criteria	Condition	Error Message
1M	Was a transaction selected?	Return error if FALSE	Please select a transaction.
2M	Is the user signed in and not suspended?	Require sign-in	
6M	Has feedback already been withdrawn for this transaction?	Return error if TRUE	Feedback for this transaction has already been withdrawn.
6MA	Did either party leave feedback for this transaction?	Return error if FALSE	At least one trading partner must leave feedback for this transaction before it can be withdrawn.
7M	Less than 90 days since txn end or less than 30 days since either party feedback left for this transaction? (does not include reply or follow-ups)	Return error if FALSE	This transaction is past the expiry date for a feedback withdrawal request.
8M	Is the other party in transaction NARU?	Return error if TRUE	The request cannot be completed as the other party in this transaction is no longer a registered user.
9M	MFW request already filed for this transaction?	Return error if TRUE	You have already requested feedback withdrawal for this transaction.

TABLE 2-continued

Order	Criteria	Condition	Error Message
10M	Is this user over their usage limit?	Return error if TRUE	You can request withdrawal for only 15 transactions during a 30-day period.
11M	Has the other party already filed for MFW on this item?	User sees respondent flow if TRUE.	

If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator **612** displays an error messages (processing block **816**). If all of the feedback withdrawal criteria for the multi-transaction items are satisfied or the item is associated with a single transaction (processing block **808**), the feedback UI generator **612** presents to the first party an initiator review MFW UI that provides information about the transaction and feedback left for this transaction (processing block **818**). FIG. **13A** illustrates an exemplary initiator review MFW UI.

In one embodiment, if the first and second parties have multiple transactions for the same item, the feedback for each of those transactions is to be withdrawn at the same time and information for each of those transactions is included in the initiator review MFW UI as illustrated in FIG. **13B**.

If the first party decides to proceed further with feedback cancellation, the feedback UI generator **612** presents to the first party a MFW policy UI that provides information about feedback cancellation rules in the transaction facility **10** (processing block **820**). FIG. **14** illustrates an exemplary MFW policy UI.

If the first party confirms the request to cancel feedback (processing block **822**), the feedback cancellation request processor **606** sends emails to the first party confirming the request and to second party notifying about the request (processing block **826**). FIGS. **21** and **22** illustrate exemplary emails sent to the first and second parties respectively.

In addition, the feedback UI generator **612** presents a MFW request confirmation UI to the first party (processing block **828**). FIG. **15A** illustrates an exemplary MFW request confirmation UI.

If the first party does not confirm the request to cancel feedback (processing block **822**), the feedback UI generator **612** presents a MFW request cancellation UI to the first party (processing block **824**). FIG. **15B** illustrates an exemplary MFW request cancellation UI.

FIG. **9** is a flow diagram of one embodiment of a method **900** for performing an exemplary MFW respondent process. Method **900** may be performed by the feedback cancellation module **600**, which may be implemented in hardware, software, or a combination of both. Method **900** is discussed with reference to exemplary UIs created by the feedback UI generator **612** and illustrated in FIGS. **16-20**.

Referring to FIG. **9**, method **900** begins with the feedback UI generator **612** presenting an initial respondent MFW UI to the second party (processing block **902**). An exemplary initial respondent MFW UI is shown in FIG. **16**. If the second party accesses the initial respondent MFW UI via email, the item number is included in the UI as illustrated in FIG. **16**. Alternatively, the second party is requested to enter the item number.

When the second party asks for details of the relevant transaction (processing block **904**), the criteria evaluator **604** determines whether the feedback withdrawal criteria are sat-

isfied (processing block **906**). Exemplary feedback withdrawal criteria used by the criteria evaluator **604** are illustrated in Table 1.

If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator **612** displays an error messages (processing block **913**). Examples of error messages are included in Table 1. FIG. **17** illustrates an exemplary UI that presents an error message to the user.

If all of the feedback withdrawal criteria are satisfied and the item number is associated with multiple transactions (processing block **908**), the feedback UI generator **612** presents to the second party a multi-item MFW UI containing a list of transactions to the first party, as illustrated in FIG. **12**.

Upon receiving an identifier of the transaction from the second party (processing block **910**), the criteria evaluator **604** determines whether the feedback withdrawal criteria are satisfied (processing block **912**). Table 2 illustrates exemplary feedback withdrawal criteria used by the criteria evaluator **604** for the multi-transaction items.

If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator **612** displays an error messages (processing block **913**). If all of the feedback withdrawal criteria for the multi-transaction items are satisfied or the item is associated with a single transaction (processing block **908**), the feedback UI generator **612** presents to the second party a respondent review MFW UI that provides information about the transaction and feedback left for this transaction (processing block **914**). FIG. **18** illustrates an exemplary respondent review MFW UI.

If the second party decides to proceed further with feedback cancellation, the feedback UI (processing block **916**) generator **612** presents to the second party a MFW policy UI that provides information about feedback cancellation rules in the transaction facility **10** as illustrated in FIG. **14**.

If the second party does not confirm the request to cancel feedback (processing block **918**), the feedback UI generator **612** presents a MFW request cancellation UI to the second party (processing block **920**). FIG. **20** illustrates an exemplary MFW request cancellation UI.

If the second party confirms the withdrawal of feedback (processing block **918**), the feedback cancellation request processor **606** sends an email to the first party confirming that the request has been successfully completed. FIG. **23** illustrates an exemplary email sent to the first party. In addition, the feedback UI generator **612** presents a MFW success UI to the second party (processing block **922**). FIG. **19** illustrates an exemplary MFW success UI.

Afterwards, the feedback cancellation recorder **608** marks feedback left for the relevant transaction as withdrawn (processing block **924**), records the withdrawal date for each relevant feedback comment (processing block **926**), and recalculates feedback scores, rating totals and recent ratings for both parties (processing block **928**).

Subsequently, if any user of the transaction facility **20** requests to view feedback left either for the first or second party, the feedback UI generator **612** presents a feedback review UI that identifies withdrawn feedback comments. FIG. **24** illustrates an exemplary feedback review UI that identifies withdrawn feedback **2402**, provides the number **2404** of withdrawn comments, and ratings and statistics **2406** reflecting the withdrawn comments.

#### Computer System

FIG. **25** shows a diagrammatic representation of a machine in the exemplary form of a computer system **2500** within which a set of instructions, for causing the machine to per-

form any one of the methodologies discussed above, may be executed. In alternative embodiments, the machine may comprise a network router, a network switch, a network bridge, Personal Digital Assistant (PDA), a cellular telephone, a web appliance or any machine capable of executing a sequence of instructions that specify actions to be taken by that machine.

The computer system **2500** includes a processor **2502**, a main memory **2504** and a static memory **2506**, which communicate with each other via a bus **2508**. The computer system **2500** may further include a video display unit **2510** (e.g., a liquid crystal display (LCD) or a cathode ray tube (CRT)). The computer system **2500** also includes an alpha-numeric input device **2512** (e.g. a keyboard), a cursor control device **2514** (e.g. a mouse), a disk drive unit **2516**, a signal generation device **2520** (e.g. a speaker) and a network interface device **2522**.

The disk drive unit **2516** includes a machine-readable medium **2524** on which is stored a set of instructions (i.e., software) **2526** embodying any one, or all, of the methodologies described above. The software **2526** is also shown to reside, completely or at least partially, within the main memory **2504** and/or within the processor **2502**. The software **2526** may further be transmitted or received via the network interface device **2522**. For the purposes of this specification, the term "machine-readable medium" shall be taken to include any medium that is capable of storing or encoding a sequence of instructions for execution by the machine and that cause the machine to perform any one of the methodologies of the present invention. The term "machine-readable medium" shall accordingly be taken to include, but not be limited to, solid-state memories, optical and magnetic disks.

Thus, a method and system for canceling feedback in a network-based transaction facility have been described. Although the present invention has been described with reference to specific exemplary embodiments, it will be evident that various modifications and changes may be made to these embodiments without departing from the broader spirit and scope of the invention. Accordingly, the specification and drawings are to be regarded in an illustrative rather than a restrictive sense.

What is claimed is:

**1.** An apparatus comprising:

- a processor;
- a memory in data communication with the processor;
- a feedback cancellation request receiver, executable by the processor, to receive a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction;
- a feedback cancellation criteria evaluator, executable by the processor, to automatically determine whether one or more feedback cancellation criteria are satisfied;
- a feedback cancellation recorder, executable by the processor, to cancel the feedback pertaining to the transaction if the one or more feedback cancellation criteria are satisfied, the feedback cancellation recorder further to mark the feedback pertaining to the transaction as withdrawn; and
- a feedback user interface generator, executable by the processor, to generate a user interface that presents the feedback pertaining to the transaction and an indication that the feedback pertaining to the transaction is withdrawn.

**2.** The apparatus of claim **1** further comprising:

- a feedback cancellation request module, executable by the processor, to determine that a second party to the transaction agrees to cancel the feedback pertaining to the transaction.

**3.** The apparatus of claim **2** wherein the feedback cancellation request module is to determine that the second party agrees to cancel the feedback by presenting to the second party information identifying the transaction for which the first party submitted the request to cancel feedback, and receiving a confirmation of feedback cancellation from the second party.

**4.** The apparatus of claim **1** wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party.

**5.** The apparatus of claim **1** wherein the feedback cancellation request receiver is further to identify a second party to the transaction based on input provided by the first party, to present to the first party information identifying the second party and the feedback pertaining to the transaction, and to receive a confirmation of the request to cancel feedback from the first party.

**6.** The apparatus of claim **5** wherein the input provided by the first party includes an identifier of an item associated with the transaction.

**7.** The apparatus of claim **1** further comprising:

- a feedback cancellation request module, executable by the processor, to notify a second party to the transaction about the request to cancel feedback.

**8.** The apparatus of claim **1** wherein the one or more feedback cancellation criteria includes at least one requirement selected from the group consisting of a requirement that at least one feedback comment pertaining to the transaction exist, a requirement that the request to cancel feedback be received before an expiration date of the transaction, a requirement that a second party to the transaction agree to cancel feedback before an expiration date of the request to cancel feedback, a requirement that each of the first and second parties be currently registered with the network-based transaction facility, and a requirement that each of the first and second parties do not exceed a feedback cancellation limit.

**9.** A computer-implemented method to cancel feedback pertaining to a transaction in a network-based marketplace, the method comprising:

- receiving a request to cancel feedback pertaining to the transaction in a network-based transaction facility from a first party to the transaction, the request being received via a digital network interface for processing by a data processor;
- using the data processor to automatically determine whether one or more feedback cancellation criteria are satisfied;
- canceling the feedback pertaining to the transaction, the canceling of the feedback pertaining to the transaction including marking the feedback pertaining to the transaction as withdrawn; and
- generating a user interface for a computer system, the user interface presenting the feedback pertaining to the transaction and an indication that the feedback pertaining to the transaction is withdrawn.

**10.** The computer-implemented method of claim **9** further comprising:

- determining that a second party to the transaction agrees to cancel the feedback pertaining to the transaction.

**11.** The computer-implemented method of claim **10** wherein determining that the second party agrees to cancel the feedback comprises:

- presenting to the second party information identifying the transaction for which the first party submitted the request to cancel feedback; and

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receiving a confirmation of feedback cancellation from the second party.

12. The computer-implemented method of claim 9 wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party.

13. The computer-implemented method of claim 9 further comprising:

identifying a second party to the transaction based on input provided by the first party;

presenting to the first party information identifying the second party and the feedback pertaining to the transaction; and

receiving a confirmation of the request to cancel feedback from the first party.

14. The computer-implemented method of claim 13 wherein the input provided by the first party includes an identifier of an item associated with the transaction.

15. The computer-implemented method of claim 14 wherein identifying the second party comprises:

determining that the item is associated with a plurality of transactions;

presenting to the first party one or more users participating in the plurality of transactions; and

requesting the first party to specify which of the one or more users is the second party.

16. The computer-implemented method of claim 9 further comprising:

notifying a second party to the transaction about the request to cancel feedback.

17. The computer-implemented method of claim 16 wherein notifying the second party comprises:

sending to the second party an email message informing the second party of the request to cancel feedback pertaining to the transaction.

18. The computer-implemented method of claim 17 wherein the email message sent to the second party includes a link to a feedback cancellation form.

19. The computer-implemented method of claim 9 further comprising:

upon receiving a request for feedback left for any one of the first party and a second party to the transaction, displaying one or more feedback comments pertaining to the transaction with a feedback withdrawal comment.

20. The computer-implemented method of claim 9 further comprising:

preventing any of the first party and a second party to the transaction from entering feedback comments for the transaction upon canceling the feedback pertaining to the transaction.

21. The computer-implemented method of claim 9 wherein the one or more feedback cancellation criteria includes at least one requirement selected from the group consisting of a requirement that at least one feedback comment pertaining to the transaction exist, a requirement that the request to cancel

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feedback be received before an expiration date of the transaction, a requirement that a second party to the transaction agree to cancel feedback before an expiration date of the request to cancel feedback, a requirement that each of the first and second parties be currently registered with the network-based transaction facility, and a requirement that each of the first and second parties do not exceed a feedback cancellation limit.

22. A computer readable medium comprising instructions, which when executed on a processor, cause the processor to perform a method comprising:

receiving a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction;

automatically determining whether one or more feedback cancellation criteria are satisfied; and

canceling the feedback pertaining to the transaction if the one or more feedback cancellation criteria are satisfied, the canceling of the feedback pertaining to the transaction including marking the feedback pertaining to the transaction as withdrawn; and generating a user interface that presents the feedback pertaining to the transaction and an indication that the feedback pertaining to the transaction is withdrawn.

23. The computer readable medium of claim 22 wherein the method further comprises:

determining that a second party to the transaction agrees to cancel the feedback pertaining to the transaction.

24. The computer readable medium of claim 22 wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party.

25. The computer readable medium of claim 22 wherein the method further comprises:

identifying a second party to the transaction based on input provided by the first party;

presenting to the first party information identifying the second party and the feedback pertaining to the transaction; and

receiving a confirmation of the request to cancel feedback from the first party.

26. The computer readable medium of claim 22 wherein the one or more feedback cancellation criteria includes at least one requirement selected from the group consisting of a requirement that at least one feedback comment pertaining to the transaction exist, a requirement that the request to cancel feedback be received before an expiration date of the transaction, a requirement that a second party to the transaction agree to cancel feedback before an expiration date of the request to cancel feedback, a requirement that each of the first and second parties be currently registered with the network-based transaction facility, and a requirement that each of the first and second parties do not exceed a feedback cancellation limit.

UNITED STATES PATENT AND TRADEMARK OFFICE  
**CERTIFICATE OF CORRECTION**

PATENT NO. : 7,716,079 B2  
APPLICATION NO. : 10/749736  
DATED : May 11, 2010  
INVENTOR(S) : Amjad Hanif et al.

Page 1 of 1

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Title page 2, in column 2, under "Other Publications", line 11, delete "Prelimiary" and insert -- Preliminary --, therefor.

Title page 2, in column 2, under "Other Publications", line 56, delete "Managment," and insert -- Management, --, therefor.

On Sheet 15 of 27, in Serial No. 5, in Figure 14, line 1, delete "oth" and insert -- other --, therefor.

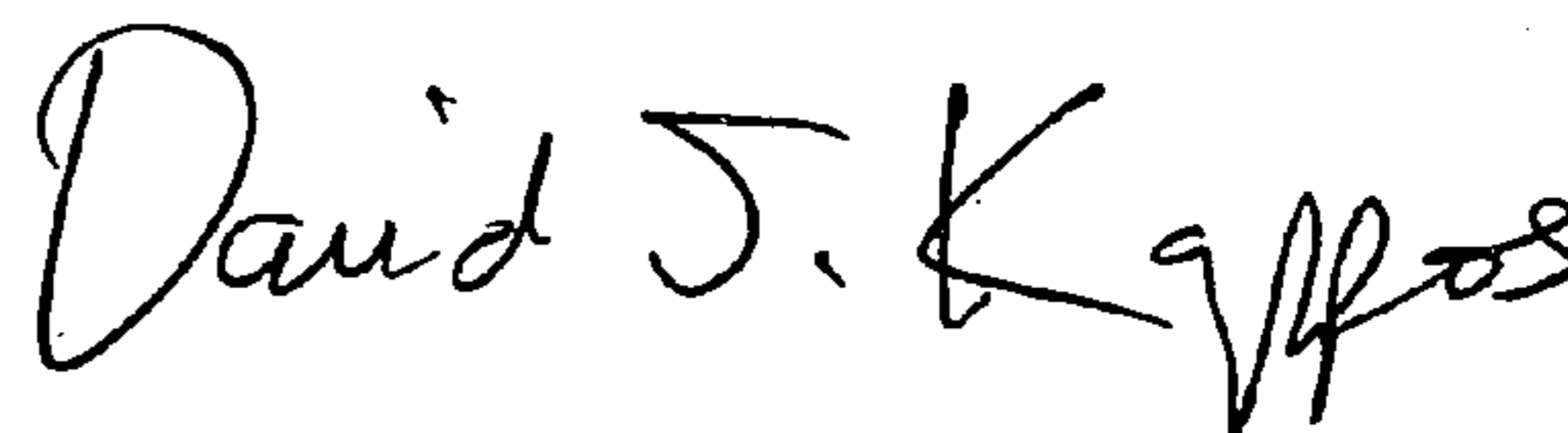
On Sheet 15 of 27, in Serial No. 5, in Figure 14, line 1, delete "delcines" and insert -- declines --, therefor.

In column 5, line 51, delete "U's" and insert -- UIs --, therefor.

In column 14, line 16, in Claim 22, after "satisfied;" delete "and".

Signed and Sealed this

Twenty-first Day of September, 2010



David J. Kappos  
*Director of the United States Patent and Trademark Office*

UNITED STATES PATENT AND TRADEMARK OFFICE  
**CERTIFICATE OF CORRECTION**

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Page 1 of 1

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

On the Title Page:

The first or sole Notice should read --

Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b)  
by 803 days.

Signed and Sealed this  
Twenty-second Day of February, 2011

A handwritten signature in black ink that reads "David J. Kappos". The signature is written in a cursive style with a large initial "D" and "K".

David J. Kappos  
*Director of the United States Patent and Trademark Office*